

Side by Side
with Roadvert

Every mile tells
your story



Roadvert Ltd™



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Roadvert Background

- Formed in 2006 and have since worked with over 180 Local authorities
- Over 10,000 Spedian Changeable Graphics systems fitted to both Public sector and Commercial Vehicles in the UK, USA and Europe
- Roadvert Media software gives your vehicles a marketing value
- Spedian changeable & reusable vehicle graphic product safety tested in the UK at MIRA and TRC in the USA
- Spedian Exhaust System [™] developed

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The Spedian System

- The only reusable and changeable vehicle graphic system with no visible frame
- The lightest system of its kind. The frame for a 3mx2m box van weighs in at only 800gms!
- All banners printed onto 450 gsm banner material
- Advertising panels can be applied to vehicle side panels and rear door areas
- Fitted within 40 minutes per vehicle
- All fitted outside operational hours – No downtime

The Spedian System

- Offering a MINIMUM of 20% more media coverage than our competitors
- NO DAMAGE to any body work once system removed
- Spedigrip fitted to vehicle
- Spediloop fitted to banner
- All major vehicle manufactures use the Spedian System on their demo vehicles including; Dennis Eagle, NTM, Heil, Faun



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The Spedian System Guarantees

- Spedian frame guaranteed for 5 years
- Spedian Advertising HD panels guaranteed for a minimum of twelve months colourfast
- Spedian Frame removed with no damage to substrate
- Maintenance free

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MEDIA

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A decorative horizontal band of light streaks in blue, purple, and red colors spans the bottom of the image.

A New Out Of Home Media That gives Audience Accountability

- Unique software developed over 5 years that predicts the audience reach of your campaign
- Data sourced from Government statistics
- Every Local Authority covered by software
- Doesn't include side streets or pedestrians- they are free!
- This software gives the vehicle an accountable advertising value
- Similar to Buses – sides and backs

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Advertiser Benefits

- Slow moving
- Every street, drive, crescent covered
- High visibility
- Low media cost
- Flexible display times
- Reusable ads
- Proof of performance to justify rates
- Extra time if impacts are not delivered
- Full analysis at the end of the campaign
- Free production
- Difficult for the Audience to 'turn off'

Summary

- Has the lightest and quickest system to change and leaves no damage to the vehicle
- Fully tested at MIRA and TRC in the US
- Probably the most dynamic vehicle marketing suite created
- Vehicle graphics can be change quickly, easily and reused
- Campaign banners can be re-used
- Revolutionary software allows all data capture
- Prediction and verification of the vehicle audience
- Opportunity to generate revenue.....

*Roadvert*TM



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